**CLAIMS:**

What is claimed is:

1. A method for directing a recipient of an e-mail to a web site, the method comprising:

creating an e-mail with an embedded link, wherein the embedded link comprises a link to a redirect server and link attributes that allow the redirect server to determine a current web site associated with the embedded link;

sending the e-mail to a recipient;

receiving the e-mail at the recipient's data processing system;

responsive to the recipient selecting the embedded link, sending link attributes from the recipient's data processing system to the redirect server;

receiving the link attributes at the redirect server;

determining, at the redirect server, the universal resource locator for the current web site associated with the embedded link;

sending the universal resource locator from the redirect server to the recipient; and

retrieving, at the recipient's data processing system, the contents from the current web site utilizing the universal resource locator received from the redirect server.

2. The method as recited in claim 1, wherein link attributes and associated universal resource locators corresponding to the link attributes are contained in a link attribute properties file which may be accessed by a redirect server to determine the universal resource locator for the web site associated with the link attributes received from the recipient.

3. The method as recited in claim 2, wherein the link attribute properties file may be updated to contain the most recent universal resource locators as necessary.

4. The method as recited in claim 2, wherein the link attributes comprise a key and the link attribute properties file contains key/universal resource locator pairs allowing the redirect server to search a key and retrieve an appropriate corresponding universal resource locator.

5. A computer program product in computer readable media for use in data processing systems for directing a recipient of an e-mail to a web site, the computer program product comprising:

first instructions for creating an e-mail with an embedded link, wherein the embedded link comprises a link to a redirect server and link attributes that allow the redirect server to determine a current web site associated with the embedded link;

second instructions for sending the e-mail to a recipient;

third instructions for receiving the e-mail at the recipient's data processing system;

fourth instructions, responsive to the recipient selecting the embedded link, for sending link attributes from the recipient's data processing system to the redirect server;

fifth instructions for receiving the link attributes at the redirect server;

sixth instructions for determining, at the redirect server, the universal resource locator for the current web site associated with the embedded link;

seventh instructions for sending the universal resource locator from the redirect server to the recipient; and

eighth instructions for retrieving, at the recipient's data processing system, the contents from the current web site utilizing the universal resource locator received from the redirect server.

6. The computer program product as recited in claim 5, wherein link attributes and associated universal resource locators corresponding to the link attributes are contained in a link attribute properties file which may be accessed by a redirect server to determine the universal resource locator for the web site associated with the link attributes received from the recipient.

7. The computer program product as recited in claim 6, wherein the link attribute properties file may be updated to contain the most recent universal resource locators as necessary.

8. The computer program product as recited in claim 6, wherein the link attributes comprise a key and the link attribute properties file contains key/universal resource locator pairs allowing the redirect server to search a key and retrieve an appropriate corresponding universal resource locator.

9. A system for directing a recipient of an e-mail to a web site, the system comprising:

first means for creating an e-mail with an embedded link, wherein the embedded link comprises a link to a redirect server and link attributes that allow the redirect server to determine a current web site associated with the embedded link;

second means for sending the e-mail to a recipient;

third means for receiving the e-mail at the recipient's data processing system;

fourth means, responsive to the recipient selecting the embedded link, for sending link attributes from the recipient's data processing system to the redirect server;

fifth means for receiving the link attributes at the redirect server;

sixth means for determining, at the redirect server, the universal resource locator for the current web site associated with the embedded link;

seventh means for sending the universal resource locator from the redirect server to the recipient; and

eighth means for retrieving, at the recipient's data processing system, the contents from the current web site utilizing the universal resource locator received from the redirect server.

10. The system as recited in claim 9, wherein link attributes and associated universal resource locators corresponding to the link attributes are contained in a link attribute properties file which may be accessed by a redirect server to determine the universal resource locator for the web site associated with the link attributes received from the recipient.

11. The system as recited in claim 10, wherein the link attribute properties file may be updated to contain the most recent universal resource locators as necessary.

12. The system as recited in claim 10, wherein the link attributes comprise a key and the link attribute properties file contains key/universal resource locator pairs allowing the redirect server to search a key and retrieve an appropriate corresponding universal resource locator.

13. A method for creating and sending an e-mail with embedded links, the method comprising:

creating an e-mail;

embedding a link to a redirect server in the e-mail to create an e-mail with an embedded link, wherein the link to the redirect server comprises link attributes enabling the redirect server to determine a current location for a web site for which it is desired that a recipient of the e-mail with an embedded link visit;

sending the e-mail with an embedded link to a recipient.

14. The method as recited in claim 13, wherein the link attributes comprises a key wherein the key corresponds to a key maintained in a properties file which associates web site locations with keys.

15. The method as recited in claim 14, wherein the web site location is a universal resource locator.

16. The method as recited in claim 14, wherein the properties file is a spreadsheet.

17. The method as recited in claim 14, wherein the properties file is a database.

18. A computer program product in a computer readable media for use in a data processing system for creating

and sending an e-mail with embedded links, the computer program product comprising:

first instructions for creating an e-mail;

second instructions for embedding a link to a redirect server in the e-mail to create an e-mail with an embedded link, wherein the link to the redirect server comprises link attributes enabling the redirect server to determine a current location for a web site for which it is desired that a recipient of the e-mail with an embedded link visit;

third instructions for sending the e-mail with an embedded link to a recipient.

19. The computer program product as recited in claim 18, wherein the link attributes comprises a key wherein the key corresponds to a key maintained in a properties file which associates web site locations with keys.

20. The computer program product as recited in claim 19, wherein the web site location is a universal resource locator.

21. The computer program product as recited in claim 19, wherein the properties file is a spreadsheet.

22. The computer program product as recited in claim 19, wherein the properties file is a database.

23. A system for creating and sending an e-mail with embedded links, the system comprising:

first means for creating an e-mail;

second means for embedding a link to a redirect server in the e-mail to create an e-mail with an embedded link, wherein the link to the redirect server comprises link attributes enabling the redirect server to determine a current location for a web site for which it is desired that a recipient of the e-mail with an embedded link visit;

third means for sending the e-mail with an embedded link to a recipient.

24. The system as recited in claim 23, wherein the link attributes comprises a key wherein the key corresponds to a key maintained in a properties file which associates web site locations with keys.

25. The system as recited in claim 24, wherein the web site location is a universal resource locator.

26. The system as recited in claim 24, wherein the properties file is a spreadsheet.

27. The system as recited in claim 24, wherein the properties file is a database.

28. A method for retrieving a web site associated with a link in an e-mail, the method comprising:

receiving an e-mail with an embedded link;

responsive to selection of the embedded link by a user; sending link attributes contained in the embedded link to a redirect server indicated by the embedded link;

receiving a web site location from the redirect server; and

retrieving content from the web site location.

29. The method as recited in claim 28, wherein the link attributes comprise a key.

30. A computer program product in a computer readable media for use in a data processing system for retrieving a web site associated with a link in an e-mail, the computer program product comprising:

first instructions for receiving an e-mail with an embedded link;

second instructions, responsive to selection of the embedded link by a user; for sending link attributes contained in the embedded link to a redirect server indicated by the embedded link;

third instructions for receiving a web site location from the redirect server; and

fourth instructions for retrieving content from the web site location.

31. The computer program product as recited in claim 30, wherein the link attributes comprise a key.

32. A system for retrieving a web site associated with a link in an e-mail, the system comprising:

first means for receiving an e-mail with an embedded link;

second means, responsive to selection of the embedded link by a user; for sending link attributes contained in the embedded link to a redirect server indicated by the embedded link;

third means for receiving a web site location from the redirect server; and

fourth means for retrieving content from the web site location.

33. The system as recited in claim 32, wherein the link attributes comprise a key.

34. A method for redirecting an e-mail recipient to a current location of a web site associated with a link embedded in the e-mail, the method comprising:

receiving link attributes from a recipient;

determining a location for the web site associated with the link attributes;

sending the location for the web site associated with the link attributes to the recipient.

35. The method as recited in claim 34, wherein determining a location for the web site associated with the link attributes comprises consulting a link attribute file that contains attribute location pairs.

36. The method as recited in claim 34, wherein the link attributes comprise a key.

37. The method as recited in claim 34, wherein the web site location comprises a universal resource locator.

38. The method as recited in claim 35, wherein the link attribute file is a spreadsheet.

39. The method as recited in claim 35, wherein the link attribute file is a database.

40. A computer program product in a computer readable media for use in a data processing system for redirecting an e-mail recipient to a current location of a web site associated with a link embedded in the e-mail, the computer program product comprising:

first instructions for receiving link attributes from a recipient;

second instructions for determining a location for the web site associated with the link attributes;

third instructions for sending the location for the web site associated with the link attributes to the recipient.

41. The computer program product as recited in claim 40, wherein determining a location for the web site associated with the link attributes comprises consulting

a link attribute file that contains attribute location pairs.

42. The computer program product as recited in claim 40, wherein the link attributes comprise a key.

43. The computer program product as recited in claim 40, wherein the web site location comprises a universal resource locator.

44. The computer program product as recited in claim 41, wherein the link attribute file is a spreadsheet.

45. The computer program product as recited in claim 41, wherein the link attribute file is a database.

46. A system for redirecting an e-mail recipient to a current location of a web site associated with a link embedded in the e-mail, the system comprising:

first means for receiving link attributes from a recipient;

second means for determining a location for the web site associated with the link attributes;

third means for sending the location for the web site associated with the link attributes to the recipient.

47. The system as recited in claim 46, wherein determining a location for the web site associated with

the link attributes comprises consulting a link attribute file that contains attribute location pairs.

48. The system as recited in claim 46, wherein the link attributes comprise a key.

49. The system as recited in claim 46, wherein the web site location comprises a universal resource locator.

50. The system as recited in claim 47, wherein the link attribute file is a spreadsheet.

51. The system as recited in claim 47, wherein the link attribute file is a database.